

MEMO

October 10, 2014

TO: Mark Burman

FR: Larry Kaplan

RE: Plan of Action – Countywide Tourism Authority

Objective

To forward to the Board of Supervisors a proposal for a countywide tourism authority, modeled roughly along the lines of that discussed in the LA 2020 Commission report. However, still to be determined is its scope, jurisdiction, how it would be funded, etc. Some conceptual proposals should be sent to the Board, at which point it could refine them into something it might adopt. Examples of those proposals can be found in my memo of June 9, 2014.

Background Research *(Complete by December Commission meeting)*

There needs to be further research into the various options, which should include studies of similar efforts in other metropolitan areas. Pros and cons of the various approaches should be spelled out. There also needs to be underlying research indicating the importance of the leisure and hospitality industry in LA County. Sources of information include, but are not limited to:

- Los Angeles Tourism Authority
- LA Economic Development Corporation
- California Travel & Tourism Commission
- Other regional tourism sources and analysts

Stakeholder Meetings *(Complete by February, 2015 Commission meeting)*

Once there is some background research, we need to meet with various stakeholders to get their input and reactions. This list includes, but is not limited to the following, one or more of whom we might invite to future Commission meetings:

- Members of the Commission and those they bring in
- Five LA County Supervisors, or their staff
- Mayor of Los Angeles, or his staff

- Mayor of Long Beach, or his staff
- Mayor of Beverly Hills, or his staff
- Mayor of Santa Monica, or his staff
- Mayor of Pasadena, or his staff
- Los Angeles Tourism Authority
- Long Beach CVB
- Beverly Hills CVB
- Santa Monica CVB
- Pasadena CVB
- CA Hotel Association, LA Chapter
- CA Restaurant Association, LA Chapter

Identify Obstacles *(Complete by February, 2015 Commission meeting)*

This will come from the outreach to stakeholders and as we develop options. This information should inform a plan to address them, or at least recognize them as something to deal with.

Develop a Preliminary Proposal or Set of Options *(Complete by March, 2015 Commission meeting)*

Identify pros and cons of each. If possible, narrow the final options as much as possible. Put them in the form of a final, formal set of recommendation the Commission adopts.

Propose a Course of Action for the Board *(By April 1, 2015)*

Talk the Supervisors through how they might implement our recommendations and navigate the political issues that might arise. Should they move forward, provide as much support as possible.